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Lawrence M. Chen, Reg. No. 67,768

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln. of: Stromme

Appln. No.: 10/696,747

Filed: October 28, 2003

For: MOVING VIRTUAL
ADVERTISING

Attorney Docket No: 10022/569

Examiner: Chenea Smith

Art Unit: 2421

Confirmation No. 7557

AMENDMENT AFTER FINAL UNDER 37 CFR 1.116

MAIL STOP AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Commissioner:

In response to the Final Office Action mailed April 22, 2011 ("Office Action"), Assignee requests reconsideration of the rejection in view of the following remarks and amendments.

Amendments to the Claims begin on page 2 of this response.

Remarks begin on page 9 of this response.